

Netflix Generation? How Today's Undergraduates Watch Videos

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Hilo, Hawaii

Streaming video

On campuses, after 5pm, Netflix accounts for 70% of internet traffic

Source: “Streaming Video in Academic Libraries” by Jennifer Ferguson and Annie Erdmann, *American Libraries* (Sept. 21, 2016)

Issues for libraries

Three purposes for video in an academic library:

- Class use
- Research
- Entertainment

UH-Manoa Audiovisual Center overview

Physical videos:

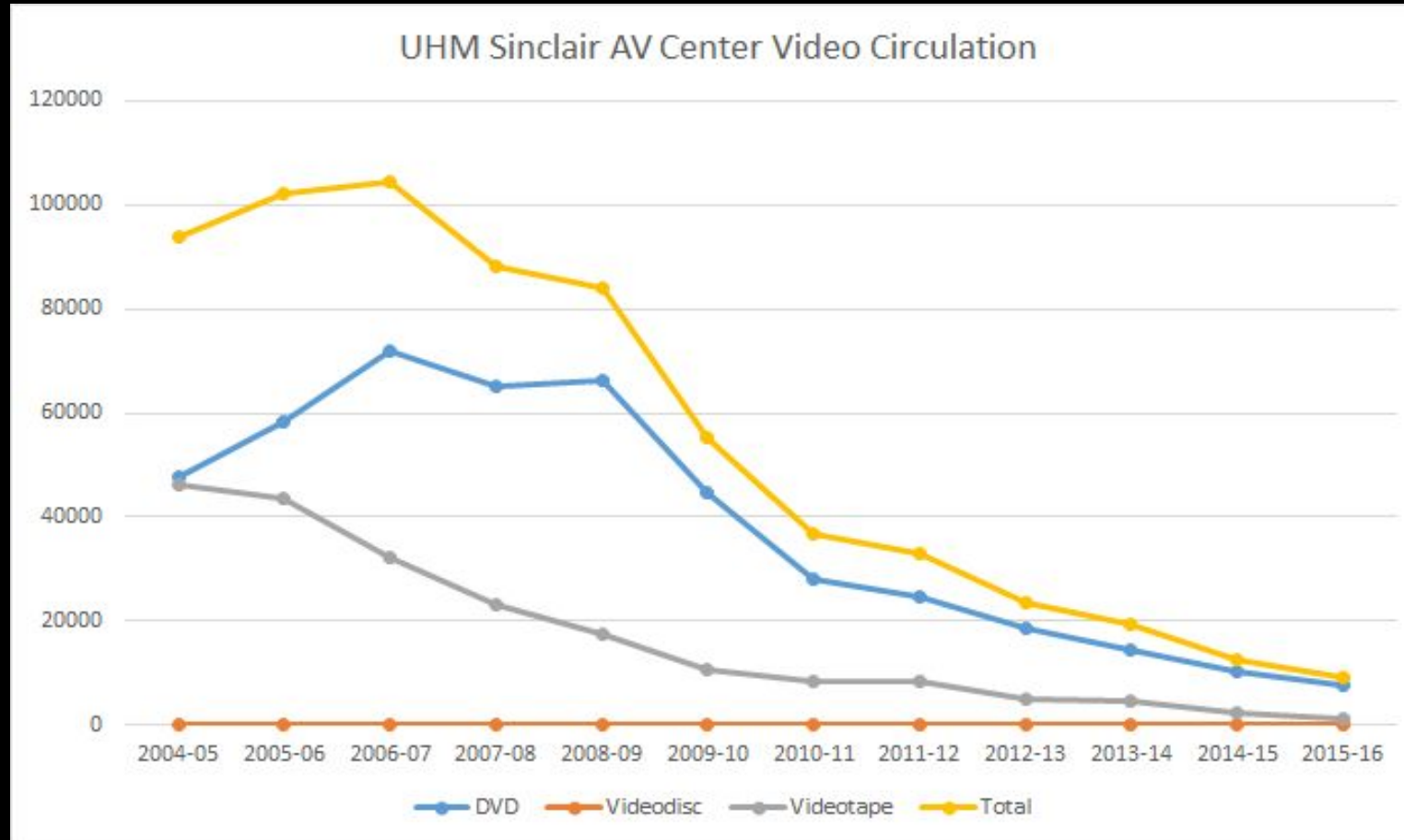
- 13,500 DVDs
- 12,000 VHS

Streaming videos:

- 6,000 digitized in-house
- Access to 60,000-80,000 more from commercial vendors

State of video circ. at Manoa

Counts:
2006-07: 104,925
2015-16: 9,025



State of video circ. at Manoa (2)

Physical AV circulation as a percentage of UHM libraries total physical circulation:

- FY2014: 17%
- FY2015: 12%
- FY2016: 9%

But:

- In 2015-16, about 3,000 commercial vendor streaming videos were used more than 16,000 times

Literature review

King, Rachel (2014). "House of Cards: The Academic Library Media Center in the Era of Streaming Video." *The Serials Librarian* 67, no. 3: 289-306.

Literature review (2)

Morris, Sara E. and Lea H. Currie (2016). "To stream or not to stream?" *New Library World* 117, no. 7/8: 485-98.

Literature review (2)

Morris, Sara E. and Lea H. Currie (2016). "To stream or not to stream?" *New Library World* 117, no. 7/8: 485-98.

- Which commercial streaming sites do undergraduates have access to?
- If a film you were required to watch for class were available for digital rental at less than \$3 or as a DVD on reserve at the library, would you pay for the rental rather than come to the library?
 - 51% said they would rather pay \$3 to rent than go to the library

Survey methodology

- Gauge student perception of video use
- Online survey
- Precise questions with specific answers and timelines
- Recruitment by email
- Offer rewards for participating
- Testing on AVC student workers

Thanks to Beth Tillinghast and
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Survey implementation

- March-April 2016
- Had to use Manoa bookstore coupons instead of randomly-rewarded gift cards
- No follow-up email to undergraduate list; tried other options to get numbers up
- 180 responses = large margin of error, $\pm 7\%$
- Women overrepresented (72%)

Survey implementation (2)

Question: what language(s) do you speak at an intermediate, advanced, or fluent level? Mark all that apply.

- English 91%
- Japanese 18%
- Spanish 13%
- Chinese (all dialects) 12%
- Tagalog 7%
- Korean 5%
- Hawaiian 4%
- French 4%
- Other 9%

Survey results

Question: In the past year, how often on average did you watch movies or TV shows on a personal device (home television, computer, phone, etc.) for recreation?

- Never 1%
- More than once per week 59%
- Once a week 13%
- Several times a month 15%
- Once a month 6%
- Once every several months 7%

Survey results (2)

Question: In the past week, approx. how many hours did you spend watching streaming videos on the Internet (including YouTube, Hulu, Netflix, Amazon streaming, etc.)?

- More than 5 hours 37%
- Between 3-5 hours 23%
- Between 1-3 hours 25%
- None 3%

Survey results (3)

Question: Do you have access to any subscription video streaming services? Check all that apply.

UH-Manoa (sample: 180)

- At least one 82%
- Netflix 71%
- Amazon 28%
- Hulu Plus 12%
- Others 9%

Survey results (4)

Question: Do you have access to any subscription video streaming services? Check all that apply.

UH-Manoa (sample: 180)

- At least one 82%
- Netflix 71%
- Amazon 28%
- Hulu Plus 12%
- Others 9%

U of Kansas (sample: 207)

- At least one 88%
- Netflix 81%
- Amazon 34%
- Hulu Plus 9%
- Others 11%

Survey results (5)

Question: Do you have access to any subscription video streaming services? Check all that apply.

UH-Manoa (sample: 180)

- At least one 82%
- Netflix 71%
- Amazon 28%
- Hulu Plus 12%
- Others 9%

US average*

- At least one 50%
- Netflix 45%
- Amazon 22%
- Hulu Plus 11%

*Source: Nielsen, May 2016

Survey results (6)

Question: In the past year, how many DVD titles have you checked out from the Wong Audiovisual Center?

- None 87%
- 1-4 titles 23%
- 5-9 titles 25%
- 10+ titles 3%

Question: Think of the last time you searched for a video recording on the UHM Libraries' online Voyager catalog or OneSearch. Were you able to find what you were looking for?

- Yes 28%
- No 7%
- Never looked there 66%

Survey results (7)

Question: What type(s) of DVDs would you be interested in checking out from the AVC?

- | | | | |
|-------------------|-----|------------------------|-----|
| • New blockbuster | 66% | • English indie | 31% |
| • Comedy | 63% | • Korean, Japanese TV | 28% |
| • Documentary | 52% | • Jap., Kor. animation | 28% |
| • Action | 43% | • Non-Asian foreign | 26% |
| • TV in English | 41% | • Horror | 23% |
| • Drama | 36% | • Other Asian foreign | 22% |

Survey results (8)

Question: Do you have a way of playing a DVD at home (DVD player, game console, computer, etc.)?

- Yes 83%
- No 17%

Question: Do you have a way of playing a Blu-ray video recording at home?

- Yes 42%
- No 58%

Survey advertising questions

- Have you ever browsed the AVC's binders of DVD covers?
- Did you know you can check out portable USB optical (DVD/CD) drives from the AVC to plug into a computer?
- Would you check out a portable USB optical drive (DVD/CD) from the AVC to watch one of our DVDs?
- Please list one video title that you would check out from the AVC.

Conclusions

University students today

- watch a lot of video
- watch more streaming video than physical
- may not have a way to play physical media
- mostly have access to Netflix
- are less likely to take a trip to the library for physical video
- may not even think of the university library as a source of videos

Conclusions (2)

What type of videos should libraries buy?

- Streaming is expensive
- Not really collection development—but does that matter with short term lifespan?
- If on streaming, don't buy?

Top 26 circulating physical videos

Rank	Title	Circs		Title (cont.)	Circs
1	Secret world of Arrietty	19	14	Cat returns	11
2	Kiki's delivery service	18	15	Princess Mononoke	11
3	Spirited away	17	16	Star wars. Episode IV, A new hope	11
4	Wind rises	17	17	Star wars. Episode III, Revenge of the Sith	11
5	Into the woods	14	18	Noho hewa : the wrongful occupation of Hawai'i	10
6	Hugo	14	19	Nausicaä of the valley of the wind	10
7	Howl's moving castle	14	20	Citizen Kane	10
8	Big Hero 6	14	21	Castle in the sky	10
9	Guardians of the galaxy	14	22	Waltz with Bashir	10
10	Frozen	14	23	Star wars. Episode II, Attack of the clones	10
11	Tale of the Princess Kaguya	14	24	Star wars. Episode VI, Return of the Jedi	10
12	Star wars. Episode V, The empire strikes back	13	25	Whisper of the heart	10
13	Seeds of hope : na kupu mana'olana	12	26	Star wars. Episode V, The empire strikes back	10

Top 26 circulating physical videos

Studio Ghibli Other Disney or Disney-distributed

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- If on streaming, don't buy?
- Marketing

What's next?

New survey with scalable results

- Multiple advertising routes
- Better reward
- Multiple universities

Questions

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